GOVERNMENT OF ANDHRA PRADESH
A B S T R A C T

Skills Development & Training Department – OMCAP – Appointment of Ms.Seeta Sharma as Advisor for International Skilling and Mobility for the Govt., of A.P. for a period of two years – Orders – Issued.

SKILLS DEVELOPMENT & TRAINING (SKILL.A1) DEPARTMENT

G.O.RT.No. 24 Dated: 13-01-2025
Read:

From MD & CEO, APSSDC, Vijayawada e-File No.26025/6/2024-ED-APSSDC.

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ORDER:

The Managing Director & CEO of APSSDC, in the reference above, submitted a proposal for engaging the services of Ms.Seeta Sharma, International Skill Expert, as an advisor to enhance international partnerships, capacity building, and policy work in support of the State's mission to expand overseas employment opportunities for skilled professionals of Andhra Pradesh.

2. After careful examination of the matter, the Government hereby appoints Ms.Seeta Sharma, International Skill Expert, as Advisor for International Skilling and Mobility for the Government of Andhra Pradesh with a consolidated pay of Rs. 5.00 lakhs (Rupees Five Lakhs only) per month, for a period of two years.

3. Further, it is directed that Ms.Seeta Sharma shall oversee the implementation of the following Key Performance Indicators (KPIs) for international skilling and placement initiatives. Her responsibilities will include focusing on targets for global job placements, skill development, and the protection of workers' rights. The Advisor will ensure progress is made on time, suggest necessary adjustments, and carry out periodic reviews to address any challenges which will contribute to the workforce development and economic growth of Andhra Pradesh.

Key Performance Indicator (KPI)	Deliverable	Timelines
Worker Placement and Market Diversification	Place 1,00,000 workers annually in new markets. Establish a presence in markets like Canada, Japan, and Germany.	Annually (Ongoing)
International Skill Development and Certification	Train and certify at least 5,00,000 workers. Align training programs with global standards through partnerships with relevant organizations.	3 years (Will be measured proportionately for 2 years contract period)

Remittances	Increase state remittances to ₹10 billion annually. Focus on placing workers in higher-paying jobs in sectors like healthcare, construction, and IT.	Annually (Ongoing)
Gender Inclusion	Ensure 40% participation of women in overseas placements. Prioritize healthcare and education sectors for women's placements.	Annually (Ongoing)
Technology and Digitalization	Implement 100% digital tracking for all worker applications and grievances. Launch a digital platform to track worker movements and placements.	1 year
Partnerships and MOUs	Sign 10+ formal agreements with foreign governments and employers annually. Ensure 50% of placements through these agreements for worker protections.	Annually (Ongoing)
Language Training Collaboration	Collaborate with language training institutes for placement-linked language training. Implement programs that enhance language skills relevant to target job markets.	1 year
Benchmarking Against International Organizations	Benchmark OMCAP's operations against international organizations like POEA (Philippines), BMET (Bangladesh), and SLBFE (Sri Lanka) to adopt best practices in worker placement and protection. Integrate effective strategies from these benchmarks into OMCAP's operational framework to enhance efficiency and effectiveness.	2 years
Collaboration with Foreign Employers and Governments	Establish 10+ international agreements with key labour-receiving countries. Ensure at least 30% of workers are placed through formal labour agreements that guarantee better wages and working conditions.	Annually (Ongoing)
Legal Aid and Crisis Response	Resolve 99% of grievances within 3 months. Establish an emergency fund for quick legal aid and repatriation.	3 months (Per case)
Anti-Illegal Migration Campaign	Conduct awareness sessions for 2,50,000+ people annually. Reduce illegal migration and human trafficking cases by 15%.	Annually (Ongoing)
Crisis Management and Repatriation	Handle at least 300-400 repatriation cases annually and ensure emergency repatriation programs are responsive within 48 hours.	Annually (Ongoing)

Protection, Legal Aid, and Welfare Support	Establish a dedicated welfare fund for emergency repatriation, legal support, and post-return reintegration services. Aim to handle at least 350+ legal aid cases per year, with a grievance resolution rate of 90% within 3 months.	1 year

4. The M.D. & C.E.O., APSSDC & Ex.Officio M.D., OMCAP, Tadepalli is requested to take necessary action in the matter.

5. This order issues with the concurrence of Finance Department vide their U.O.No.FIN01-HR0PDPP(TRPO)/166/2024-HR-IIComputer No: 2635730." dated.04-12-2024

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

KONA SASIDHAR

SECRETARY TO GOVERNMENT (FAC)

To
Ms.SeetaSarma, (through the M.D., & CEO, APSSDC & EO.MD., OMCAP)
The MD&CEO, APSSDC, Vijayawada.
The PAO, AP, Vijayawada.
The AG, AP, Vijayawada.
Copy to:
The O.S.D. to the Secretary to Hon'ble Chief Minister, AP Secretariat.
The O.S.D. to Hon'ble Minister (HRD).
The P.S. to Secretary to Government, SD&T Department (FAC).
The Finance (H.R.II) Department.
SF/SCs.

//FORWARDED :: BY ORDER //

SECTION OFFICER